

Contract # 48870

Schedule Dates

10/24/12-10/30/12

Advertiser

AMERICAN CROSSROADS (3083)

Agency

Crossroads Media, LLC (2105)

Product

POLITICAL ISSUE (1052)

Brand

Est 1257 10.24-10.30 (28252)

Salesperson

Shiebler, Charles (1011)

Sales Office

WHDH

Buyer Name

/

Phone/Fax

1257

CPE

1257

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

Crossroads Media, LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

WHDH-TV
7 Bulfinch Place
Boston, MA 02114-2977



Date Entered 10/22/12
Last Modified 10/22/12
Entered By Krista Gordon
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$45,150.00
Net Total \$255,850.00
Sales Tax

WHDH Boston (WHDH)		
By Broadcast Month	Spots	Rate
Oct. 2012	81	\$200,000.00
Nov. 2012	45	\$101,000.00
Grand Total:	126	\$301,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/24/12-10/25/12	1	:30	5A- 5:30A (ET)	1			1	1				2	\$1,000.00	\$2,000.00	WHDH Boston (WHDH)		10/22/12
2.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	5A- 5:30A (ET)	1	1	1						2	\$1,000.00	\$2,000.00	WHDH Boston (WHDH)		10/22/12
3.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	5:30A- 6A (ET)	1			1	1	1			3	\$1,000.00	\$3,000.00	WHDH Boston (WHDH)		10/22/12
4.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	5:30A- 6A (ET)	1	1	1						2	\$1,000.00	\$2,000.00	WHDH Boston (WHDH)		10/22/12
5.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	6:30A- 7A (ET)	1			1	1	1			3	\$2,500.00	\$7,500.00	WHDH Boston (WHDH)		10/22/12
6.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	6:30A- 7A (ET)	1	1	1						2	\$2,500.00	\$5,000.00	WHDH Boston (WHDH)		10/22/12
7.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	9A- 9:30A (ET)	1			1	1	1			3	\$2,000.00	\$6,000.00	WHDH Boston (WHDH)		10/22/12
8.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	9A- 9:30A (ET)	1	1	1						2	\$2,000.00	\$4,000.00	WHDH Boston (WHDH)		10/22/12
9.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	9:30A- 10A (ET)	1			1	1	1			3	\$2,000.00	\$6,000.00	WHDH Boston (WHDH)		10/22/12
10.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	9:30A- 10A (ET)	1	1	1						2	\$2,000.00	\$4,000.00	WHDH Boston (WHDH)		10/22/12
11.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	10A- 11A (ET)	1			1	1	1			3	\$1,500.00	\$4,500.00	WHDH Boston (WHDH)		10/22/12
12.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	10A- 11A (ET)	1	1	1						2	\$1,500.00	\$3,000.00	WHDH Boston (WHDH)		10/22/12
13.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	12P- 12:30P (ET)	1			1	1	1			3	\$1,500.00	\$4,500.00	WHDH Boston (WHDH)		10/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Sunbeam Television Corporation, WHDH-TV, WLVI-TV, ThisTV does not discriminate on the basis of race, ethnicity, gender or national origin in any of its advertising practices.

Contract # 48870

Schedule Dates 10/24/12-10/30/12
Advertiser AMERICAN CROSSROADS (3083)
Agency Crossroads Media, LLC (2105)
Product POLITICAL ISSUE (1052)
Brand Est 1257 10.24-10.30 (28252)
Salesperson Shiebler, Charles (1011)
Sales Office WHDH
Buyer Name /
Phone/Fax 1257
CPE Local/Political Issue Agency
Account Types Standard
Billing Type
Comments

WHDH-TV
7 Bulfinch Place
Boston, MA 02114-2977



Crossroads Media, LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Date Entered 10/22/12
Last Modified 10/22/12
Entered By Krista Gordon
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$45,150.00
Net Total \$255,850.00
Sales Tax

WHDH Boston (WHDH)
By Broadcast Month Spots Rate
Oct. 2012 81 \$200,000.00
Nov. 2012 45 \$101,000.00
Grand Total: 126 \$301,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	12P- 12:30P (ET)	1	1	1						2	\$1,500.00	\$3,000.00	WHDH Boston (WHDH)		10/22/12
15.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	12:30P- 1P (ET)				1	1	1			3	\$1,500.00	\$4,500.00	WHDH Boston (WHDH)		10/22/12
16.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	12:30P- 1P (ET)	1	1	1						2	\$1,500.00	\$3,000.00	WHDH Boston (WHDH)		10/22/12
17.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	1P- 2P (ET)				2	2	2			6	\$2,000.00	\$12,000.00	WHDH Boston (WHDH)		10/22/12
18.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	1P- 2P (ET)	2	2	2						4	\$2,000.00	\$8,000.00	WHDH Boston (WHDH)		10/22/12
19.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	2P- 3P (ET)				2	2	2			6	\$1,500.00	\$9,000.00	WHDH Boston (WHDH)		10/22/12
20.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	2P- 3P (ET)	2	2	2						4	\$1,500.00	\$6,000.00	WHDH Boston (WHDH)		10/22/12
21.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	3:30P- 4P (ET)				1	1	1			3	\$1,500.00	\$4,500.00	WHDH Boston (WHDH)		10/22/12
22.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	3:30P- 4P (ET)	1	1	1						2	\$1,500.00	\$3,000.00	WHDH Boston (WHDH)		10/22/12
23.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	4P- 4:30P (ET)				1	1	1			3	\$2,000.00	\$6,000.00	WHDH Boston (WHDH)		10/22/12
24.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	4P- 4:30P (ET)	1	1	1						2	\$2,000.00	\$4,000.00	WHDH Boston (WHDH)		10/22/12
25.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	4:30P- 5P (ET)				1	1	1			3	\$2,500.00	\$7,500.00	WHDH Boston (WHDH)		10/22/12
26.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	4:30P- 5P (ET)	1	1	1						2	\$2,500.00	\$5,000.00	WHDH Boston (WHDH)		10/22/12
27.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	5P- 5:30P (ET)				1	1	1			3	\$3,000.00	\$9,000.00	WHDH Boston (WHDH)		10/22/12

CONFIRMATION CONTRACT

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Date:

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Date:

Comments:

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10/24/12-10/30/12

Advertiser

AMERICAN CROSSROADS (3083)

Agency

Crossroads Media, LLC (2105)

Product

POLITICAL ISSUE (1052)

Brand

Est 1257 10.24-10.30 (28252)

Salesperson

Shiebler, Charles (1011)

Sales Office

WHDH

Buyer Name

/

Phone/Fax

/

CPE

1257

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

WHDH-TV
7 Bulfinch Place
Boston, MA 02114-2977



Crossroads Media, LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Date Entered

10/22/12

Last Modified

10/22/12

Entered By

Krista Gordon

CO-OP

No

Headline #

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$45,150.00

Net Total

\$255,850.00

Sales Tax

WHDH Boston (WHDH)

By Broadcast Month Spots

Oct. 2012 81

Nov. 2012 45

Grand Total: 126

Rate

\$200,000.00

\$101,000.00

\$301,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
28.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	5P- 5:30P (ET)	1	1	1						2	\$3,000.00	\$6,000.00	WHDH Boston (WHDH)		10/22/12
29.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	5:30P- 6P (ET)				1	1	1			3	\$3,500.00	\$10,500.00	WHDH Boston (WHDH)		10/22/12
30.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	5:30P- 6P (ET)	1	1	1						2	\$3,500.00	\$7,000.00	WHDH Boston (WHDH)		10/22/12
31.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	6P- 6:30P (ET)				1	1	1			3	\$4,000.00	\$12,000.00	WHDH Boston (WHDH)		10/22/12
32.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	6P- 6:30P (ET)	1	1	1						2	\$4,000.00	\$8,000.00	WHDH Boston (WHDH)		10/22/12
33.0	Normal Line / SPOT	10/24/12-10/30/12	1	:30	7P- 7:30P (ET)				1	1	1			3	\$3,000.00	\$9,000.00	WHDH Boston (WHDH)		10/22/12
34.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	7P- 7:30P (ET)	1	1	1						2	\$3,000.00	\$6,000.00	WHDH Boston (WHDH)		10/22/12
35.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	7:30P- 8P (ET)	1	1	1						2	\$3,000.00	\$6,000.00	WHDH Boston (WHDH)		10/22/12
36.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	7:30P- 8P (ET)				1	1	1			3	\$3,000.00	\$9,000.00	WHDH Boston (WHDH)		10/22/12
37.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	11P- 11:35P (ET)				1		1			2	\$6,000.00	\$12,000.00	WHDH Boston (WHDH)		10/22/12
38.0	Normal Line / SPOT	10/30/12-10/30/12	1	:30	11P- 11:35P (ET)	1		X						1	\$6,000.00	\$6,000.00	WHDH Boston (WHDH)		10/22/12
39.0	Normal Line / SPOT	10/24/12-10/26/12	1	:30	11:35P- 12:35A (ET)				2	2	2			6	\$2,500.00	\$15,000.00	WHDH Boston (WHDH)		10/22/12
40.0	Normal Line / SPOT	10/29/12-10/30/12	1	:30	11:35P- 12:35A (ET)	2	2	2						4	\$2,500.00	\$10,000.00	WHDH Boston (WHDH)		10/22/12
41.0	Normal Line / SPOT	10/26/12-10/26/12	1	:30	10P- DATELINE	1					X			1	\$10,000.00	\$10,000.00	WHDH Boston (WHDH)		10/22/12

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Salesperson Shiebler, Charles (1011)
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Buyer Name /
Phone/Fax 1257
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Account Types Standard
Billing Type
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WHDH-TV
7 Bulfinch Place
Boston, MA 02114-2977



Crossroads Media, LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

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CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$45,150.00
Net Total \$255,850.00
Sales Tax

WHDH Boston (WHDH)
By Broadcast Month Spots Rate
Oct. 2012 81 \$200,000.00
Nov. 2012 45 \$101,000.00
Grand Total: 126 \$301,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
42.0	Normal Line / SPOT	10/27/12-10/27/12	1	:30	5:58A- 7 News Today/ In New England	1						X		1	\$1,000.00	\$1,000.00	WHDH Boston (WHDH)		10/22/12
43.0	Normal Line / SPOT	10/27/12-10/27/12	1	:30	7A- 8A (ET)	2						X		2	\$2,000.00	\$4,000.00	WHDH Boston (WHDH)		10/22/12
44.0	Normal Line / SPOT	10/27/12-10/27/12	1	:30	8A- 9A (ET)	2						X		2	\$2,000.00	\$4,000.00	WHDH Boston (WHDH)		10/22/12
45.0	Normal Line / SPOT	10/27/12-10/27/12	1	:30	6P- 7 News at 6	1						X		1	\$3,500.00	\$3,500.00	WHDH Boston (WHDH)		10/22/12
46.0	Normal Line / SPOT	10/27/12-10/27/12	1	:30	11P- 11:30P (ET)	1						X		1	\$6,000.00	\$6,000.00	WHDH Boston (WHDH)		10/22/12
47.0	Normal Line / SPOT	10/27/12-10/27/12	1	:30	11:30P- 1A (ET)	1						X		1	\$5,000.00	\$5,000.00	WHDH Boston (WHDH)		10/22/12
48.0	Normal Line / SPOT	10/28/12-10/28/12	1	:30	7:30A- 8A (ET)	1						X		1	\$1,000.00	\$1,000.00	WHDH Boston (WHDH)		10/22/12
49.0	Normal Line / SPOT	10/28/12-10/28/12	1	:30	8A- 9A (ET)	2						X		2	\$2,000.00	\$4,000.00	WHDH Boston (WHDH)		10/22/12
50.0	Normal Line / SPOT	10/28/12-10/28/12	1	:30	9A- 10:30A (ET)	1						X		1	\$2,000.00	\$2,000.00	WHDH Boston (WHDH)		10/22/12
51.0	Normal Line / SPOT	10/28/12-10/28/12	1	:30	10:30A- 11:30A (ET)	1						X		1	\$6,000.00	\$6,000.00	WHDH Boston (WHDH)		10/22/12
52.0	Normal Line / SPOT	10/28/12-10/28/12	1	:30	11P- 11:30P (ET)	1						X		1	\$7,500.00	\$7,500.00	WHDH Boston (WHDH)		10/22/12
52.0.1	Preempt	10/28/12															WHDH Boston (WHDH)	Schedule Change/Exception - Sun Late News @ 11:30p	

CONFIRMATION CONTRACT

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Date:

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